

TORRANCE HERALD

TORRANCE, CALIF.

VONS, MORRISON'S, CROWN EMPORIUM and HUMPTY DUMPTY

Division Of The



Your Nearest Store

1929 CARSON

1407 SARTORI AVE.

California Products Sale

Here is the most complete tie-up in foodstuffs in the history of California. We have assembled for this sale the best products of California's leading growers, producers and packers.

BREAD 2 loaves 15c

Large 24 oz.

Table with 3 columns: Sardines, Gingerale, Pickles. Includes prices like 3 cans, 25c and 22 oz. JAR Luncheon, sweet sliced 2 for 45c.

Special Combination Offer: WHITE KING IRONING cushion Pad and Cover, 5 bars WHITE KING SOAP, 3 bars MIS-SION BELL SOAP 99c. Also CATSUP DEL MONTE large bottle 2 for 29c.

Table with 3 columns: Extract, Raisins, Lye. Includes prices like 1 oz. bottle, 10c, 2 oz. 19c and 3 pkgs., 25c.

Table with 3 columns: Milk, Olives, Noodles. Includes prices like 3 large cans 25c and 2 pkgs., 25c.

JELL WELL 3 pkgs., 20c. COFFEE Best Blend, Bulk Coffee 2 lbs., 77c.

Table with 3 columns: Marshmallows, Cocoa, Shredded Wheat. Includes prices like 1 lb. pkg., 19c and 3 pkgs., 25c.

Table with 3 columns: Grape Juice, Candy Bars, Peaches. Includes prices like Qt. size, 35c and 3 for 10c.

Table with 3 columns: Tuna, Cakes, Yellow Cling. Includes prices like 1/2 size tin 2 for 35c and 49c.

MacMarr Meat Market

Following prices effective Friday and Saturday, Sept. 27 and 28 Only 1407 SARTORI AVENUE

Large table listing various meats and their prices, including Hams, Bacon, Veal Chops, and Loin Pork.

FRUITS and VEGETABLES

Table listing prices for various fruits and vegetables like GRAPEFRUIT, APPLES, CELERY, and GRAPES.

HARBOR CITY NOTES

Miss Josephine Boecker who graduated last year from U.S.C. attended a tea at the home of her sorority sister, Miss Gracia Johnson in Los Angeles on Sunday afternoon.

Mrs. T. G. Kroeger of Philadelphia, Pennsylvania, has arrived at the home of her sister, Mrs. John Minor on 261st street and will make her home in the harbor district.

Mr. and Mrs. Val Brown and baby daughter of 261st street spent Sunday in Los Angeles at the home of Mr. and Mrs. Halbut.

Henry Higgs entertained his Sunday school class of the Harbor City Community church on Sunday afternoon by taking these boys to Exposition Park in Los Angeles and later making an inspection tour of the Aerial Corporation at Western avenue.

The Harbor City Chamber of Commerce is in receipt of a letter from the State Chamber of Commerce in which they offer a \$50 prize for the chamber of commerce which submits the best slogan for the prevention of forest fires.

Mr. and Mrs. Charles Pederson of 261st street and Mr. and Mrs. Clarence Pederson of San Pedro and Harold Pederson who is visiting here from Ontario at motored to San Diego, Balboa, Sunset Beach and as far as Agua Caliente, Mexico on Sunday.

Mr. and Mrs. H. R. Snowden of 261st street have as their guests, Mrs. L. Snowden, mother of Mr. H. R. Snowden and her son Jack, H. R. Snowden and her son Jack, H. R. Snowden and her son Jack.

Mr. and Mrs. Bob Stewart of Cedar street, Long Beach, were recent visitors of Mrs. Mary Stewart and her son, Damon, on 260th street.

Mr. and Mrs. Harry Lembke and son, Leroy of Artesia are visiting Mr. Lembke's parent, Mr. H. T. Lembke on Weston street.

Mrs. Henry Johnson and son Earl of 264th street, left last week for the home of Mrs. Johnson's parents, Mr. and Mrs. L. Edge in Longoc.

Mrs. Albert Prince and daughters June and Maxine, 2554 260th street spent Saturday and Sunday at the home of another daughter, the son-in-law of Mrs. Prince, Mr. and Mrs. Stanley Booth in Long Beach.

Miss Laura Lembke has re-entered University of Southern California at Westwood as an art student.

Mr. and Mrs. John Minor of 261st street and Mr. and Mrs. Roy J. Gruendler of 885 West Third street, San Pedro, spent Sunday at San Diego, Coronado and other southern interesting points.

Mrs. Ed Smith of 252nd street has as guests at her home her brother-in-law and sister, Mr. and Mrs. John Livingston of Chicago.

Mrs. Mary Swain of Los Angeles spent Monday with her sister-in-law, Mrs. Albert Prince on 260th street.

The Harbor City Garden club met Thursday at 10 a. m. at the Girl Reserve building on Belleporte avenue, with the president, Mrs. H. Osborne of Torrance, formerly of Harbor City, presiding.

Mrs. Laura Bullock, daughter Roberta and son Lloyd, sister of Rev. Wendell L. Miller, pastor of the Harbor City Community church received a telegram on Wednesday evening of the serious illness of their husband and father, Mr. Bullock in Nebraska. They left Thursday morning over the Southern Pacific for their former Nebraska home.

Mrs. J. A. Boecker and Mrs. Ellen Johnson both attended the meeting of the Women's Relief Corps in Lomita on Thursday evening.

TORRANCE HI FLASHLIGHTS

Last Monday a post card was received from Merritt Bradshaw, former student body president, class of W'29. Merritt has wandered around, seeing the country, and is now in Syracuse, Kansas.

Tennis fans no longer need to stack up benches in the middle of the court, for the council finally woke up and appropriated money for two brand new tennis nets, which now adorn the courts.

The Key Club, a junior Kiwanis organization, held its first meeting this evening last Tuesday. The club meets for lunch once a week in the cafeteria at which time good speakers usually talk to the boys. Hartley Carr is president and the enthusiastic boys give him good support. Slips of paper with the boys' names on them are drawn every week; the first name drawn is, of course, fined a nickel, the second the same, while the third gets the attendance prize of a dinner at Kiwanis.

The High School band is going fine and is slated to put some pep into our sporting section at the games. The band now has a variety of instruments, including a bassoon, and is able to make plenty of noise. The one lacking instrument is a bass and Mr. Raymond Crawford, leader, says that he's got one coming. Keep your eyes—or rather your ears open, for you are going to hear something.

Cupid sometimes works silently. Recently Miss Vivian Daugherty, Torrance High alumna, and Mr. Norman Eaton announced their marriage, which took place four months ago. They are now in San Diego on a honeymoon.

Miss Florence Behr, librarian, announces that there are a number of brand new books in the library, for the home of Mrs. Johnson's parents, Mr. and Mrs. L. Edge in Longoc.

The cafeteria is getting more popular all the time. About 150 students are served every day and the students are getting rather crowded. Besides Mrs. Bell, the manager, there are two women assistants, and seven student helpers. Everyone is looking forward to the time when the new cafeteria under the auditorium will be finished.

The landscaping department at the high school will begin this week to landscape the ground between the auditorium and the athletic field and from the curb to the handball courts. Several hundred dollars will be expended on this project which will include an overhead sprinkling system and appropriate shrubbery.

This week the boys have begun to lay the pipes for the sprinkling system, and as soon as the water has been installed, the planting of the trees and shrubbery will begin, and this work will also be done by the students.

Faculty meeting was held yesterday and plans for a faculty picnic were discussed. Miss Leora Shriver and Miss Grace Morse, who spent the summer in Europe, gave talks about their travels and the interesting things they saw. Miss Bernice Sumerwell, who spent the summer in Canada, also gave a short talk.

Science Hall is being rushed to completion and contractors have assured Professor Wood that the building will have reached completion by the middle of October. Painting and woodworking is being done now, and floors are being finished.

H. M. Tolson Home from Bakersfield

H. M. Tolson returned Saturday from Bakersfield where he has been living two months at the El Tejon hotel, while laying pipe line for the Union Oil company. Mr. Tolson kept eight of his trucks busy while the thirty miles of pipe was being laid from Poso Creek and Round Mountain district, over hills and mountains to the Union Oil pumping stations at Bakersfield.

Mr. and Mrs. Fred A. Nelson of Weston street were weekend visitors at Lake Elsinore.

ATTRACTIVE MENUS FOR EARLY FALL

Now that it is fall our appetites are calling for a little heavier food than we have been having all summer. Here are some menus you will like. They are suggested by the National Live Stock and Meat Board.

1 Stuffed Round Steak Creamed Potatoes Brussels Sprouts Deviled Egg and Beet Salad Baked Apples with Cream Coffee

2 Tongue in Tomato Sauce Rice Croquettes Celery Stuffed with Cheese Porcupine Pears Wafers 3 Veal Cutlets Glaced Sweet Potatoes Creamed Cauliflower Carrot and Pineapple Salad Pumpkin Pie Coffee 4 Lamb Stew with Vegetables

Waldorf Salad Peach Cobbler Whipped Cream Coffee 5 Roast Pork Pickled Crabapples Baked Potatoes Baked Squash Lettuce Salad Honeydew Melon 6 Pot Roast Mashed Potatoes Buttered Parsnips Cucumber and Tomato Salad Fruit Dessert

EDISON LIGHTING RATES AGAIN REDUCED 6th Time Since 1920

IN KEEPING with its past policy of passing on to its consumers any savings that are made possible by a rapidly growing business and careful management, the Southern California Edison Company announces a reduction in its lighting rate from 5.6 cents to 5 cents per kilowatt hour, effective November 1, 1929.

50% Reduction Since 1920

This rate reduction, the sixth since 1920, the year when every commodity and service was at its highest price, brings the cost of electricity to the consumer down to a new low level—50% lower than in 1920.

Cost of Electricity Lower as More is Used

The cost of electricity in the home is governed to a great extent by the amount used—just the same as any other commodity or service. As more electricity is used the cost per unit becomes lower. There are three reasons for this. In the first place, the rates are on a sliding scale so the average cost is reduced as more current is used. In the second place, consumers using electric ranges are entitled to the "combination" rate which applies to all current used in the home and which is materially lower than the lighting rate.

The third reason is of interest to all consumers, regardless of the purpose for which they take service, or the amount used. As the Company's load grows and more current is sold through existing facilities, the unit cost decreases and the Company is in a position to make reductions in its schedules. Such a condition as the latter exists at present and is the reason for this reduction.

Electricity is Cheap . . . Use More of It!

In shop, store, factory and home, electricity is taking its place as mankind's most useful and versatile servant. In each of these fields it performs its tasks more quickly, more conveniently and more economically than any other medium. Is it performing all the tasks for you that it can do?

